

**KGW(TV), KGWZ-LD**  
**EEO PUBLIC FILE REPORT**  
**10/01/09- 09/30/10<sup>1</sup>**

**I. VACANCY LIST**

See **Master Recruitment Source List (MRSL)** for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Estrella Selling Manager	1-4, 6-9, 11-12, 29, 32-35, 37-44, 46, 48-51	50
Assignment Editor	1-4, 6-7, 11-12, 15-16, 21, 23, 32-35, 37-44, 46, 48-51	11
Assignment Editor	1-4, 6-7, 9, 11-12, 32-35, 37-51	9
Account Executive	2-4, 6-7, 9-12, 28, 32-35, 37-44, 46, 48-51	50
Account Executive	2-4, 6-7, 9-12, 28, 32-35, 37-44, 46, 48-51	28
National Sales Assistant	1-4, 6-9, 11, 29, 32-35, 37-44, 46, 48-51	11
Internet Account Executive	2-4, 6-12, 32-35, 37-51	50
News Photographer	2-4, 6-8, 11-12, 16, 23, 32-35, 37-44, 46, 48-51	50
News Reporter	2-4, 6-9, 11-12, 16, 23, 32-35, 37-44, 46, 48-51	50
Assignment Editor	2-4, 6-7, 9, 11, 32-35, 37-44, 46, 48-51	9
Assistant Director of Technology	2-4, 6-7, 9-12, 16, 31-35, 37-44, 46, 48-52	52
Broadcast Operator	1-4, 6-9, 11-12, 16, 23, 31-35, 37-44, 46, 48-51	9
Digital News Producer	1-4, 6-7, 11-12, 32-35, 37-44, 46, 48-52	52
Technology Project Manager	2-4, 6-9, 11, 31-35, 37-44, 46, 48-51	11
Executive Administrative Assistant	1-4, 6-9, 11-12, 32-35, 37-44, 46, 48-51	50
Internet Account Executive	1-7, 9, 11, 29, 32-35, 37-44, 46, 48-51	11
Internet Account Executive	1-7, 9, 11, 29, 32-35, 37-44, 46, 48-51	50

<sup>1</sup> This report provides recruitment data collected from September 29, 2009 through September 28, 2010. This report was modified in March 2012 to address minor reporting issues.

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**II. MASTER RECRUITMENT SOURCE LIST (MRSL)**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS over Reporting period</b>
1	State of Oregon Employment Division Frank Granger 30 N Webster Street Suite E Portland, OR 97217 (503) 280-6009	N	1
2	Y.W.C.A Job Bank Kathy Carnes 1111 SW 10 <sup>th</sup> Avenue Portland, OR 97205 (503) 294-7400	N	0
3	Bureau of Indian Affairs Stanley Speaks 911 NE 11 <sup>th</sup> Avenue Portland, OR 97232-4169 (503) 231-6702	N	0
4	Urban League of Portland Employment Department Howard Moriah 10 N. Russell Portland, OR 97227 (503) 280-2600	N	0
6	NAB Employee Clearinghouse Michelle Duke 1771 N Street NW Washington DC 20036 (202) 429-5361	N	0
7	Oregon Commission for Black Affairs Everett L. Rice 800 NE Oregon Street, Suite 930 Portland, Oregon 97232-2162 (503) 731-4002	N	0
8	Oregon Association of Broadcasters Bill Johnstone 7150 SW Hampton #240 Portland, OR 97223 (503) 443-2299 www.theoab.org	N	0
9	Station website: Kgw.com 1501 SW Jefferson St Portland, OR 97201 (503) 226-5000	N	8

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10	Oregonian Newspaper Deborah Hartman 1320 SW Broadway Portland, OR 97201 (503) 221-8466	N	0
11	Portland.Craigslist.com Craig Newmark PO Box 225159 San Francisco, CA 94122 5159 (800) 664-0633	N	31
12	TVJobs.com Mark Holloway P.O. Box 4116 Oceanside, CA 92052 (800) 374 -0119800	N	4
13	The National Association of Hispanic Journalists Kevin Olivas 1000 National Press Building 529 14 <sup>th</sup> St., NW Washington, DC 20045-2001 (202) 662-7483	N	0
14	Asian American Journalists Assn. Albert Lee 1182 Market Street Suite 320 San Francisco, CA 94102 (415) 346-2051	N	0
15	MediaLine Mark Shilstone Box 51909 Pacific Grove, CA 93950 (800) 237-8073 medialine@medialine.com	N	0
16	Lostremote.com Cory Bergman Seattle WA	N	0
17	California Chicano News Media Association 300 S Grand Ave # 3950 Los Angeles, CA 90071 (213) 437-4408	N	0
18	Radio Television News Directors Association Carol Knopes 1025 F Street NW 7 <sup>th</sup> Floor Washington DC 20004 (202) 659.6510	N	0

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20	National Association of Black Journalists Ryan Williams University of Maryland 8701-A Adelphi Road Adelphi, MD 20783-1716 (301) 445-7100	N	0
21	Media-Match.com 714 Nth La Brea CA 90038 323 284 5589 www.media-match.com	N	0
22	TVSpy.com Jobs@tvspy.com Vault .com Inc. 150 W. 22 <sup>nd</sup> St., 5 <sup>th</sup> Floor New York, NY 10011 (212) 242 2093	N	0
23	Productionhub.com 801 W. Fairbanks Ave. Winter Park FL 32789 (877) 629.4122	N	0
24	Frank Magid and Associates (news consultant) Alan Oldfield One Research Center Marion, Iowa 52302 (319) 377-7345	N	0
25	Creativehotlist.com Patrick S. Coyne 110 Constitution Ave Menlo Park CA 94025 (650) 815-4290	N	0
26	The Art Institute of Portland 1122 NW Davis Street Portland, OR 97209 Barry Wall (503) 382-4758	N	0
27	Promaxbda.org 2029 Century Park East, Suite 555 Los Angeles, CA 90067-2906 (310) 788.7600	N	0
28	Spots N Dots April Causcy 167 Oakdale Road Johnson City; NY 13790 (888) 884-2630	N	3

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29	TVB.org Hope Etheridge 3 East 54 <sup>th</sup> Street New York, NY 10022 (212) 486-1111	N	0
30	Linkedin Corporation 2029 Stierlin Court Mountain View, CA 94043 www.linkedin.com	N	0
31	Society of Broadcast Engineers Scott Jones 9247 North Meridian Street, Suite 305 Indianapolis, IN 46260 (317) 846-9000	N	1
32	University of Washington Center for Career Services Job Placement Coordinator 134 Mary Gates Hall Box 352810 Seattle WA 98195 (206) 543 9107	N	0
33	Washington State University Murrow School of Communications Glenn Johnson PO Box 642520 Pullman WA 99164 (509) 335 3068	N	0
34	University of Oregon School of Journalism and Communications Bill Morill Career Services Coordinator 1275 University of Oregon Eugene OR 97403 541-346-2171	N	0
35	Hispanic Metropolitan Chamber of Commerce Adelina Larsen 333 SW 5 <sup>th</sup> Ave Suite 100 Portland OR 97207 (503) 222 0280	N	0
37	ITT Technical Institute Rita Ogbeama 9500 NE Cascades Parkway Portland OR 97220 (503) 255 6500	N	0

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<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS over Reporting period</b>
38	Mt Hood Community College Career Planning and Counseling Center Room 1152 26000 SE Stark St. Gresham OR 97030 (503) 491 7432 mhccareer@mhcc.edu	N	0
39	Portland Community College Student Employment Services – SSB 104 PO Box 19000 Portland OR 97280-0990 stujobs@pcc.edu Fax (503) 978 5030	N	0
40	African American Chamber of Commerce Roy Jay 4300 NE Fremont #220 Columbia Plaza Building Portland OR 97213 (503) 244-5794	N	0
41	Goodwill Industries Rob Grindeland 1943 SE Sixth Ave Portland OR 97124 (503) 238 6186	N	0
42	National Association for Multi Ethnicity in Communications Kathy Johnson 336 W 37 <sup>th</sup> St New York NY 10018 212 594 5985	N	0
43	Oregon Association of Minority Entrepreneurs Jorge Guerra 4134 N Vancouver Portland OR 97217 503 249 7744	N	0
44	Vancouver Chamber of Commerce Teresa Lawwill 1101 Broadway Vancouver WA 98660 (360) 694 2588	N	0

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45	Washington Association of Broadcasters Char Myers 724 Columbia St NW Olympia WA 98501 (360) 705-0774	N	0
46	Bates Technical College Shirley Miller 1101 S Yakima Ave #M212E Tacoma WA 98405	N	0
47	Mt Hood Community College Career Planning and Counseling Center Room 1152 26000 SE Stark St. Gresham OR 97030 (503) 491 7432 mhccareer@mhcc.edu	N	0
48	Portland State University Career Center PO Box 751 Portland OR 97207	N	0
49	Oregon State University Career Center 8 Kerr Administration Building Corvallis, OR 97331	N	0
50	Word-of-Mouth Referral	N	22
51	Internal Posting	N	5
52	Internal Transfer/Promotion	N	2
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD:</b>			<b>77</b>

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**III. RECRUITMENT INITIATIVES**

	<b>TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
1	Participate in Event/Program Sponsored By or On Behalf of an Educational Institution Related to Career Opportunities in Broadcasting	On October 24, 2009, our station participated in a journalism conference through the University of Oregon. Station participants included our General Manager, who discussed career opportunities in broadcasting on a panel discussing the "Future of Journalism."
2	Host Event/Program Sponsored By or On Behalf of an Educational Institution Related to Career Opportunities in Broadcasting	On November 9, 2009, our station hosted a journalism class from Mt. Hood Community College for a station tour. The students experienced and learned about career opportunities in broadcasting by attending the news editorial meeting and touring the station. Station participants included our executive news director.
3	Internship Program – Winter 2009	From November 30, 2009 through December 30, 2009, our station hosted an intern from New Avenues for Youth, a program for homeless and at-risk youth. The student, who was attending college journalism courses, learned about and experienced career opportunities in journalism by working with our news department. Our station also hosted two students from David Douglas High School, who learned about and experienced career opportunities in journalism by working with our news and graphics art departments. The interns were supervised by our Human Resources Director.
4	Participate in Event/Program Sponsored By or On Behalf of an Educational Institution Related to Career Opportunities in Broadcasting	On December 1, 2009 and December 4, 2009, our station participated in career classes for students in 9th and 10th grades at Liberty High School, Hillsboro OR. Station participants included our Director of Creative Services, who spoke to students about careers in TV broadcasting and marketing.



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5	Participate in Event/Program Sponsored By or On Behalf of an Educational Institution Related to Career Opportunities in Broadcasting	On January 12, 2010, the station participated in Mock Interviews at David Douglas High School. Our Human Resources Director interviewed high school seniors and spoke with interested students about careers in broadcasting.
6	Participate in Job Fair	On February 17, 2010, the station participated in the Portland State University Career Information day and job fair. Station participants included our Human Resources Director.
7	Participate in Job Fair	On March 4, 2010, the station participated in the Mt. Hood Community College Job Fair. Station participants included our Human Resources Director
8	Participate in Event/Program Sponsored By or On Behalf of an Educational Institution Related to Career Opportunities in Broadcasting	On March 18, 2010, the station participated in Mock Interviews at Park Rose Junior High School. Our Human Resources Director interviewed high school juniors seniors from the video productions classes and spoke with interested students about careers in broadcasting.
9	Internship Program – Spring 2010	From March 29, 2010 through April 28, 2010, the station hosted an intern from New Avenues for Youth, a program for homeless and at-risk youth. The student, who was attending college journalism courses, learned about and experienced career opportunities in journalism by working with our news department. The student was supervised by our Human Resources Director.
10	Participate in Job Fair	On April 27, 2010, the station participated in the Portland Community College, Cascade Campus job fair. Station participants included our Human Resources Director.
11	Participate in Job Fair	On April 7, 2010, the station participated in the First Avenue Career and Graduate School Fair at Portland University. Station participants included our Human Resources Director.

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12	Participate in Event/Program Sponsored By or On Behalf of an Educational Institution Related to Career Opportunities in Broadcasting	On April 26, 2010, the station participated in a classroom conversation with journalism students from Pacific University. Our Executive News Director spoke to the students about career opportunities in broadcast journalism.
13	Participate in Event/Program Sponsored By or On Behalf of an Educational Institution Related to Career Opportunities in Broadcasting	On May 26, 2010, the station participated in Mock Interviews at David Douglas High School. Our Human Resources Director interviewed high school seniors and spoke with interested students about careers in broadcasting.
14	Participate in Event/Program Sponsored By or On Behalf of an Educational Institution Related to Career Opportunities in Broadcasting	On July 21, 2010 and August 11, 2010, the station hosted 9th grade students from the Summer Youth Connect program sponsored by the Portland Mayor's office for station tours. Station participants included our General Manager, Managing Editor and Human Resources Director, who informed participants about the workings of a television station and about careers in broadcasting.
15	Participate in Event/Program Sponsored By or On Behalf of an Educational Institution Related to Career Opportunities in Broadcasting	On August 30, 2010 and September 17, 2010, the station participated in Mock Interviews at New Avenues for Youth, a program for homeless and at-risk youth. Our Human Resources Director and Local Sales Manager each interviewed two participants.